

VIDEO	AUDIO
Pictures	MUSIC UP
Pictures with narration	:09  There is a universally understood language of diplomacy, one that's traditionally been marked by negotiation, peace talks, formal agreements, and handshakes. A language that has forged relationships and advanced our nation's foreign policy throughout history. There is, however, another less commonly considered language of diplomacy. One that is truly universal: art, design, and architecture communicate our values and ideals without speaking a word and extend well beyond any specific moment in time. They provide us an opportunity to carefully craft a lasting message that conveys our character and speaks to all humanity
Elizabeth Diller	1:17  We think of architecture as diplomacy
Picture with narration	1:21  What should our message be?
Tod Williams	1:25  It needs to convey the best of who we are.
Picture with narration	1:29  What thoughts will it inspire?
Thom Mayne	1:31  The embassy is about connection
Picture with narration	1:34  And how will it affect the world's view of America?
Jeanne Gang	1:38  Architecture is great at showing what society values
Title: Architects on Design Excellence	1:50
Thom Mayne	1:55  I'm Thom Mayne and I'm the principal at Morphosis. An Embassy is probably one of the most unique projects that one could undertake as an architect. Precisely because of the role it plays in communicating the nature of who we are as a culture and it's an incredibly

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	<p>complicated conversation.</p> <p><i>Background conversation: You use more seal to make it faster...</i></p> <p>It's lyrical, poetic because it's about the human being and it's about who we are as human beings. And umm you know it's incredibly important and so good that it's happening</p>
Elizabeth Diller	<p>2:37</p> <p>I am Elizabeth Diller. I am a partner of Diller Scofidio and Renfro. I am a faculty member at Princeton and I have often given embassies as projects to students on a theoretical level to imagine how do you think about self representation, architectural representation being used in for diplomacy and so forth and it's always been a theoretical problem but we have never really imaged that we would be invited to do that.</p> <p><i>Background: What you have to do is actually put a curtain around</i></p> <p>Part of the context of an embassy building is that we think of diplomats and politicians as agents of diplomacy and we really don't think about architecture as anything but architecture a housing for that operation. But in fact we think of architecture as diplomacy, not only in the service of it.</p>
Jeanne Gang	<p>3:32</p> <p>I am Jeanne Gang. I lead Studio Gang Architects in Chicago. It would be a great goal for us to one day do an embassy, we haven't yet. But I think what is important about it and to me it says that the US government is looking for design excellence, is looking for quality and puts value on architecture and art and sees the importance of those arts representing us overseas. There were years when American design wasn't about excellence at all it was about checking off the boxes. So, a program like design excellence just gives me renewed hope that we can showcase our talents and I think for many architects it could be you know the first chance for them to step into that international practice and to show the qualities of design that we are capable of.</p>

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Billie Tsien and Tod Williams	4:28  I'm Billie Tsien
Tod Williams	4:29  I'm Tod Williams and we are architects here in New York City. The state department is looking for the very best architects out there is an extraordinary idea and we are deeply honored to be given that responsibility
Billie Tsien	4:45  They're really trying to make buildings feel as if they are related to the country where they are placed. So that they don't feel as if they are something that is simply imported nor do they feel like something that is totally fortified. And I think it's through great architecture that one can start to make connections to the countries where the embassies reside.
Title: On Openness & Security	5:15
Elizabeth Diller	5:17  I think that all architects can appreciate security is a major concern today. But the really great creative thinkers really have to design their way out of that problem
Tod Williams	5:27  Well I think the first area where we can address security is really through the landscape. You need to be generous with your landscape and generous with the hand that you reach out to the community and within that we find different ways by which we can disguise the lines of security that are so crucial.
Elizabeth Diller	5:48  And I think the very first thing you have to do is make a building that actually doesn't feel hostile to its context. It has to really work with its context and welcome the population there
Jeanne Gang	6:02  Balancing the security and the openness that's one of the most exciting challenges and I think those are the kinds of things that you know good architects great

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	designers can do, they can do both things: security and openness
Title: On Meaning & Values	6:16
Elizabeth Diller	6:22  We really don't believe that architects only do buildings; we believe that architects have big ideas and can cultivate ideas at every different scale. The embassy project is a project that even in a single building it allows you to speak on a global level and also understand that architecture and space actually can make a difference in policy and in politics
Thom Mayne	6:47  <i>Background: and it's always connected to this big volume</i>  You are being chosen to build an institution that represents your country and then of course as an expansion of that you are able to utilize a voice, your voice and discussing this incredibly diverse heterogeneous prolistic thing we call the U.S of A
Jeanne Gang	7:20  We can represent values and architecture is great at showing what society values: openness, transparency, permanence, things like boldly experimental buildings, just like our democracy was boldly experimental our buildings can still do that today and represent who we are
Billie Tsien	7:43  When we make an embassy, as we start to design an embassy, what we want to represent is that sense of optimism and we want to make people feel as if they are welcome
Tod Williams	7:54  We're really offering something that talks about all of the values of the United States and I think this is an exceptional opportunity
Thom Mayne	I can't think of no project that would be more interesting than this available to an architect.